

IN THE CLAIMS:

1. **(Currently amended)** A label comprising:

a substrate having first and second opposing surfaces and comprising first and second sections;

an adhesive applied to the second surface of the first section for adhering the label, in use, to an article;

~~at least one plurality of security features~~ incorporated in or on ~~at least one of said first and second sections, which one of said security feature is features being~~ concealed when the second section is adhered in a non-viewing position and ~~which is revealed~~ visible in transmissive light when the second section is lifted into a viewing position, and another of said security features being concealed when the second section is adhered in a non-viewing position and visible in reflected light when the second section is lifted into a viewing position.

2. **(Cancel)**

3. **(Previously Presented)** A label as claimed in claim 1, wherein at least one security feature is incorporated in or on the second section and is visible in reflected light.

4. **(Previously Presented)** A label as claimed in claim 1, wherein at least one security feature is located on the first and/or second surfaces of the second section.

5. **(Previously Presented)** A label as claimed in claim 1, wherein at least one security feature is located on the second surface of the first section.

6. **(Previously Presented)** A label as claimed in claim 1, wherein the first and second sections hinge about a fold line.

7. **(Previously Presented)** A label as claimed in claim 1, further comprising a second repositionable adhesive applied to at least a part of one surface of the second section.

8. **(Original)** A label as claimed in claim 7, wherein the repositionable adhesive is applied to the first surface of the second section such that it adheres to the first section in the non-viewing position.

9. **(Previously Presented)** A label as claimed in claim 7 when dependent on claim 1, wherein the repositionable adhesive is applied to the second surface of the second section such that it can be adhered in use to an article.

10. **(Previously Presented)** A label as claimed in claim 1, wherein at least one security feature is an elongated security element.

11. **(Original)** A label as claimed in claim 10, wherein the security element is partially or wholly embedded within the substrate.

12. **(Currently Amended)** A label as claimed in claim ~~11~~11, wherein the substrate comprises a plurality of second sections, each of which is liftable from a non-viewing position to a viewing position.

13. **(Previously Presented)** A label as claimed in claim 1, wherein the second section of the label is separable from the first section of the label.

14. **(Original)** A label as claimed in claim 13, wherein separation of the first and second sections occurs at the fold line by means of perforations along the fold line.

15. **(Canceled).**